

THE BEST A MAN CAN EXPECT: UB2

What Men Seeking Men in Atlanta Expect

-Justin Lee Fredericksen

What do men in Atlanta talking about when seeking other men? The Craigslist personal forum provided a public context to investigate what men want and expect from a potential encounter. The purpose of this research is to look at and understand what the M4M group in Atlanta Georgia is talking about and what rank as important factors in meeting other men. This research will provide an inside look into the expectations and the desires of the M4M group in Atlanta.

The Atlanta Craigslist Personal Ads are divided into categories, the seeker and the advertiser. I investigated and analyzed the data collected from the M4M (men seeking men) subsection from the Atlanta personals in order to see what the keywords are within this grouping and what the M4M group is talking about. The primary analysis of the data was keyword analysis. I collected 400 excerpts from the postings and converted them to text files in order to process them and find keywords. The data was collected from 10-1-2016 through 3-1-2017 from the Atlanta Craigslist personal ads, within the M4M subcategory. The converted files will be inspected using the *AntConc* corpus analysis software to look more closely at the collocates, clusters/N-grams and the concordance of the keywords. The data will be categorized according to keyness and inspected according to popular discussion words as a Keyword Analysis. The keyness is produced through *AntConc* by comparing frequency against other words from the text files. The corpus will include: the keywords, representations of the pictures, and the files that contain each individual ad.

Preliminary results indicate that the M4M group discuss their sexual preferences and the importance of HIV status. The M4M grouping uses extreme language and descriptivism to convey their desires and expectations from the potential encounter. The group also includes a vast amount of pictures to entice and display sexual behaviors as well as their bodies. The men seeking men in Atlanta are predominantly looking for men that have the same status and image as themselves.